

To: jeevacation@gmail.com[jeevacation@gmail.com]; Jeff Epstein[jeeproject@yahoo.com]
From: Mark L. Epstein
Sent: Thur 4/25/2013 10:29:20 PM
Subject: FW: Cooper Union Press

You can fool all of the people some of the time.....

From: Lloyd Kaplan [REDACTED]
Sent: Thursday, April 25, 2013 5:57 PM
To: 'Lawrence Cacciatore'; Lawrence Benenson; Robert Bernhard; Mike Borkowsky; Francois deMenil; Mark Epstein; Jeffrey Gural; Jeremy Wertheimer; Pasternack Bruce; Peter Cafiero; Rachel Warren; Martin Trust; Thomas Driscoll; Donald Blauweiss; Joe Dobronyi; Ray Falci; Richard LINCER; John Michaelson; DANIEL OKRENT; Lee Skolnick; Edgar Mokuvos; Charles Cohen; President Jamshed Bharucha; TC Wescott; Derek Wittner; Sheri Wills; Claire McCarthy
Cc: Lisa Linden
Subject: RE: Cooper Union Press

Dear Jamshed, Trustees, Lawrence and Claire: With most of the coverage now in, I have heard from a number of sources familiar with the issues that they thought the stories, particularly in the Journal, Times and Crain's, were balanced and described our position fairly. I believe that was significantly influenced by the articulate and responsive presentation by the Board chair at the meeting with students, faculty and staff (which many reporters watched via live streaming video.) The facts and the important points were clearly made, and the sense of dedication and commitment to the institution shone through. Sincerely, Lloyd Kaplan

Lloyd Kaplan

Chairman

LAK Public Relations, Inc.

[REDACTED]

From: Lawrence Cacciatore [REDACTED]
Sent: Wednesday, April 24, 2013 4:27 PM

To: Lawrence Benenson; Robert Bernhard; Mike Borkowsky; Francois deMenil; Mark Epstein; Jeffrey Gural; Jeremy Wertheimer; Pasternack Bruce; Peter Cafiero; Rachel Warren; Martin Trust; Thomas Driscoll; Lawrence Cacciatore; Donald Blauweiss; Joe Dobronyi; Ray Falci; Richard LINCER; John Michaelson; DANIEL OKRENT; Lee Skolnick; Edgar Mokuvos; Charles Cohen; President Jamshed Bharucha; TC Wescott; Derek Wittner; Sheri Wills; Claire McCarthy; Lloyd Kaplan
Subject: Cooper Union Press

Dear Trustees,

There has been so much national coverage concerning the Board's announcement yesterday. Below are a selected group of article links we believe represent the total coverage. As we know, it's almost impossible to control the story a reporter writes. There are corrections to facts that Claire and LA&K are/have been working on. Other aspects of some articles are misleading but there isn't much we can do about that.... Overall, I am hearing that the coverage has been widespread, balanced and has included many of the key points we have made. In any case, if you would like to see all of the articles, please let me know and I will email them to you. At the moment I have about 40. On another note, I also want to inform you that the campus has been fairly quiet today. No disruptions. No protests.

http://www.nytimes.com/2013/04/24/nyregion/cooper-union-to-charge-undergraduates-tuition.html?pagewanted=all&_r=0

<http://online.wsj.com/article/SB10001424127887323735604578440763138571882.html>

<http://online.wsj.com/article/AP7ad592a27e5a4e84b75bfd97f2d406f4.html?KEYWORDS=cooper+union>

<http://www.nydailynews.com/new-york/education/cooper-union-break-tradition-charge-tuition-article-1.1325599#ixzz2ROEvZv3z>

http://www.crainsnewyork.com/article/20130423/PROFESSIONAL_SERVICES/130429965

<http://www.wnyc.org/blogs/wnyc-news-blog/2013/apr/23/cooper-union-send-out-tuition-bills-2014/>

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Lawrence Cacciatore

Chief of Staff and Secretary to the Board of Trustees

Office of the President

The Cooper Union for the Advancement of Science and Art

